

# 2005 Police Leadership Conference Report

*"Traffic Enforcement IS Law Enforcement"*

February 28th – March 2nd, 2005  
Sheraton Hotel, East Rutherford, New Jersey

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EN EL TRANSITO



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## ACKNOWLEDGEMENTS

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The New Jersey Division of Highway Traffic Safety (NJDHTS) and the National Highway Traffic Safety Administration Eastern Region would like to express sincere appreciation to the following individuals and organizations for the integral role they played in making the 2005 Eastern Region Police Leadership Conference a success:

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**Investigator Dennis Moesner**  
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Especially to:**

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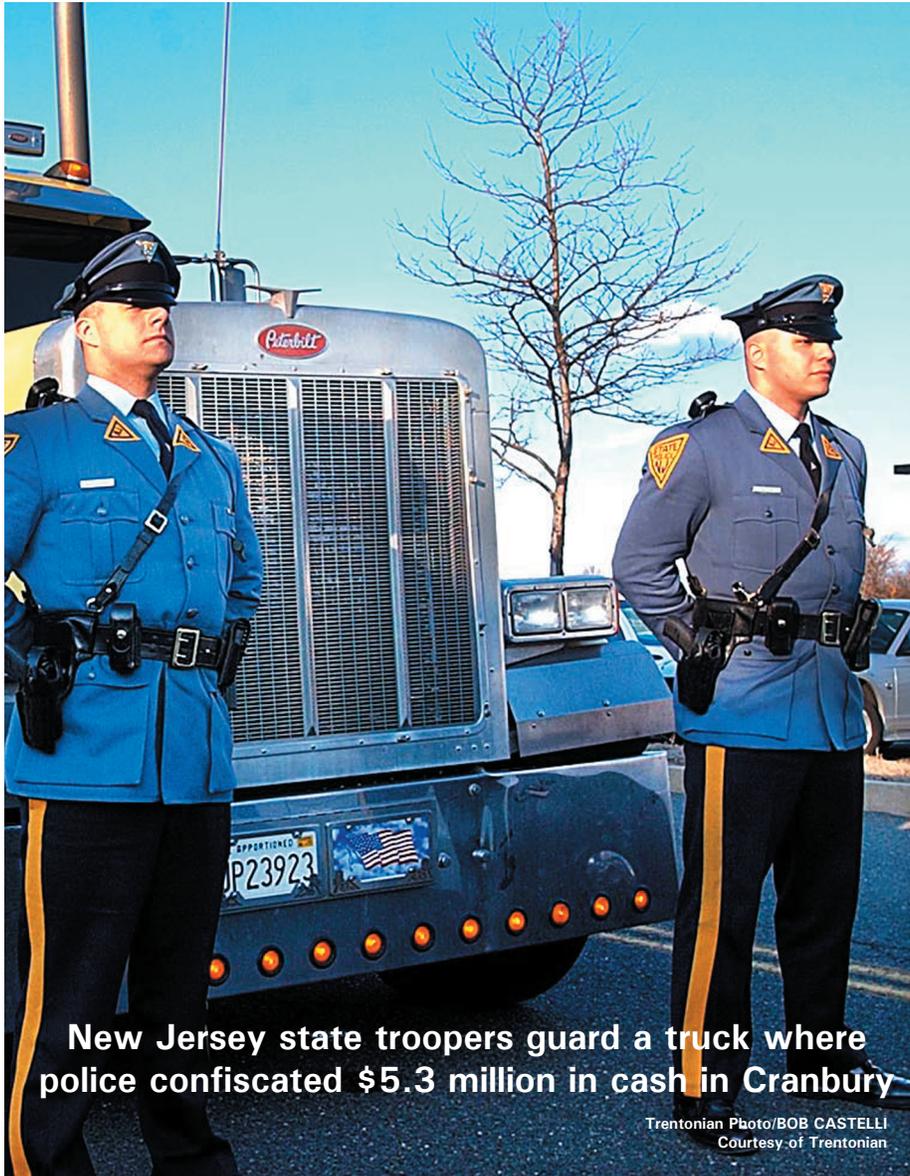
NJDHTS

**Violet Marrero**

NJDHTS

**The New Jersey  
DHTS Staff**

**Special thanks to  
our Exhibitors**



**New Jersey state troopers guard a truck where police confiscated \$5.3 million in cash in Cranbury**

Trentonian Photo/BOB CASTELLI  
Courtesy of Trentonian

The 2005 Eastern Region Police Leadership Conference was the third hosted by the State of New Jersey since 1996. The purpose was to present pertinent information and materials to the leadership of law enforcement from the states represented by NHTSA Eastern Region: New Jersey, New York, Puerto Rico and the United States Virgin Islands. The goal was to provide the latest information from NHTSA as well as to foster new relationships between the highway safety community and police administration from state, county, and local law enforcement agencies.

A conference of this magnitude, targeted to an audience of such high esteem, required bringing in speakers and presenters from law enforcement and traffic safety agencies from across the country. However, it was also important to utilize local representatives who have demonstrated effective use of traffic safety funding or have shown personal dedication to this very important issue.

At a time when the nation is at war and priorities for funding are constantly shifting, it has never been more important to mobilize the law enforcement community and provide the well deserved gratitude to those individuals who have carried out the messages of highway safety on a consistent basis. A meeting such as the 2005 Eastern Region Police Leadership Conference could not have happened at a more appropriate time.

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## OPENING LUNCHEON

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The conference opened with a presentation of the colors by the New Jersey State Police Color Guard. After the pledge of allegiance, our national anthem was sung by Ms. Jessica Eucker. The luncheon then commenced and Thomas M. Louizou, Regional Administrator of the National Highway Traffic Safety Administration (NHTSA) Eastern Region, began by thanking the enforcement community for their leadership in keeping the region's roadways among the Nation's safest. He highlighted the conference theme, "Traffic Enforcement is Law Enforcement," by pointing out that we have repeatedly witnessed the collateral benefits of high visibility traffic enforcement and the "Complete Traffic Stop." The State Highway Safety offices are keenly aware that by making the roads safer, we can also reduce crime by curtailing criminal and terrorist activities. That theme would be echoed by the speakers and panelists for the next two days. After these remarks, he introduced Roberto Rodriguez, Governor's Representative, Director, New Jersey Division of Highway Traffic Safety. Director Rodriguez thanked his staff and the planning committee for their efforts in planning the event. Director Rodriguez then went on to explain that Highway Traffic Safety is reaching places that it's never been before through the formation of partnerships between law enforcement and communities. Law enforcement is an essential component in saving lives. New Jersey has been successful in reaching underserved communities and can be used as an example nationally. He then went on to thank NHTSA and the Governor's Highway Safety Association for their support.

The Honorable Peter C. Harvey, Attorney General for the

State of New Jersey, was introduced and addressed the attendees. He stated that traffic enforcement is not a trivial matter despite the public perception of it as a nuisance. The number one cause of death for minority children ages one month to 14 years old is an automobile collision. The 2nd largest cause of death for minority children ages 15 to 24 is an automobile collision. He went on to tell a story about a tape he reviewed of a traffic stop where the parent complained about being stopped. The trooper stopped the vehicle after observing an unrestrained child in the back seat playing around with a dog. "It's amazing that the parent somehow believes they're doing a good job when they fail to restrain their child," Harvey noted. His second point was that terrorism is another reason the traffic stop is so important. Everything has changed since September 11<sup>th</sup>. The Attorney General predicted that terrorists will more than likely be stopped on the highways and bi-ways of this country, citing Oklahoma City and Timothy McVey as a prime example. Lastly, he acknowledged the New Jersey State Troopers who were responsible for seizing over 5.3 million dollars from a tractor trailer. "We need to pay more attention to commercial vehicles," Harvey said. "These vehicles are used to transport drugs and used in terrorism."

The Honorable John F. Lettiere Jr., Commissioner of the New Jersey Department of Transportation, also made some



welcoming remarks. He stated that Highway Traffic Safety is very important to him. He spoke about the importance of collaborative efforts. Over the last two years, New Jersey is one of the only states to have a decrease in highway and pedestrian fatalities. The Department of Transportation recognizes the work done to accomplish this. However, over 700 Americans were killed on New Jersey's highways last year and over 42,000 were killed throughout the nation. "The entire nation has become complacent with this issue. If there was a disease that killed 42,000 people last year there would be an outcry from the public and government to find a cure. Highway safety has to become more personal for us. Understanding that there shouldn't be any more tragedies will give us a connection to our work," the Commissioner said.



Lieutenant Colonel Juan Mattos Jr., New Jersey State Police First Deputy Superintendent, read a Proclamation issued by Acting Governor Richard J. Codey, followed by welcoming remarks. First Deputy Superintendent Preston L. Felton of New York also welcomed the participants, as did the Governor's Representatives from Puerto Rico and the Virgin Islands.

The Keynote Speaker for the opening luncheon was Mr. Brian McLaughlin, Senior Associate Administrator for NHTSA, Traffic Injury Control. McLaughlin acknowledged Tom Louizou and the Governor's Representative and then went on to state that with collaborated efforts a great deal of progress is being made in the Eastern Region and across the country in improving traffic safety. NHTSA has developed scientifically tested models to reach its life

saving goals and focus on new threats on the roads. Traffic Safety is improving across the United States, he reported. Our death rate is at an all time low, which represents a great deal of hard work. In 2003 and 2004 we experienced successes including a record high of 80 percent seat belt usage and a record low in the national fatality rate. It was the first overall reduction in fatalities since 1999 and included the largest decrease in alcohol related fatalities since 1988. New Jersey and New York are well below the national averages for alcohol-related fatalities. Puerto Rico is working hard and has made significant progress as well. Twenty-five years ago over half of all persons involved in automobile fatalities were under the influence. That number has now dropped to the lowest rate in history. Nationally, 8 out of 10 of us buckle up. In the Eastern Region, Puerto Rico led the nation by passing the nation's first seat belt law. The Eastern Region invented the seat belt law and it's usage rates reflect this innovation. Puerto Rico has 90 percent belt usage, the Virgin Islands has 86 percent, New York has 85 percent and New Jersey has 82 percent, all above the national average. We can accomplish our goals of increasing seat belt usage, lowering the number of drivers under the influence and reducing distracted driving through highly visible traffic enforcement, McLaughlin added.

## EXECUTIVE LEADERSHIP PANEL

### Traffic Enforcement in Law Enforcement

The panel was comprised of Chief Michael Scagnelli of the New York City Police Department; Chief Richard Carey, Glens Falls Police; Chief Robert Kugler, Saddle Brook Police, Lt. Colonel Juan Mattos, First Deputy Superintendent, New Jersey State Police, and Preston Felton, First Deputy Superintendent, New York State Police.

The panelists' presentations addressed the importance of traffic enforcement for the general public. They stated that traffic enforcement goes beyond writing and issuing summonses. Benefits of a comprehensive traffic program include increasing criminal apprehensions, reducing fraud, reducing motor vehicle deaths and injuries, as well as enhancing homeland security.

Timely, accurate and complete crash data was a pivotal



issue for all presenters. Knowing the who, what, when, and where of the traffic safety problems, and targeting the right resources to remedy those problems, yields the best results. Different locations within a jurisdiction can present different traffic problems. Some departments had required in the past that violations be written simply for the sake of reaching a desired number of summonses, often for equipment violations, and these are definitely not as productive in improving traffic safety as citations for poor driving behaviors such as speeding, improper turns, or careless driving.

The law enforcement leaders stressed that data and all other types of information must be available and shared with other police departments, and the whole criminal justice system, especially since September 11<sup>th</sup>. Uniformed officers also impact greatly on controlling terrorism, they said.

Effective traffic enforcement needs a commitment from the top. When in charge, leaders need to take command and do the right thing. Lower ranking officers will be more committed to perform well if superior officers support and encourage them. The community desires safe neighborhood streets, and strict traffic enforcement ensures this. Public relations will improve and officers will be seen in a favorable light if traffic safety is made a priority.

An effective enforcement tool is the idea of looking beyond the ticket. One department attributes 40 percent of their drug arrests to traffic stops. Patrol officers are one of the best sources of information since they constantly interact with the public. The Timothy McVey case was referenced several times and the fact that a state patrol offi-



cer on a traffic enforcement patrol apprehended him. There are many other similar cases on record. Roadway enforcement, like border patrol, is very important to homeland security and should receive the support of top level officials.

Strict enforcement has been credited with reductions in fatalities, injuries and property damage caused by motor vehicle crashes in New York and New Jersey. Seat belt enforcement has also been an important component in these reductions, even as the vehicle miles traveled continues to increase in our region.

The patrol officer is a vital part of a successful traffic unit. Continued top performance is required. The officers need to be motivated and informed about the importance of traffic safety for the region to continue to see improvement in safety on the roads.

## BANQUET



James W. McMahon, Director of the New York State Office of Homeland Security, was the guest speaker for the banquet. His presentation was an excellent ending for the first day of the conference. "Traffic Enforcement IS Law Enforcement," the theme for the entire conference, was also the title of his presentation. Director McMahon was able to capture the audience's attention with sobering and compelling photos of the September 11<sup>th</sup> tragedy, the philosophies of Al Qaeda and their hatred for Americans, and the simple fact that law enforcement is really the frontline in the detection and prevention of terrorism.

Director McMahon demonstrated how the City of New York, through this change in philosophy coupled with determination and persistence, was able to reduce the murder rate by 65% in roughly ten years. He then showed how the application of this very same idea, that traffic fatalities are not acceptable, worked in his state and across the nation.

Additionally, Director McMahon demonstrated, through five specific examples, how basic traffic stops have led to the apprehension of several national and international terrorists.

## PLENARY SESSION



Interstate Criminal Enforcement was presented by Sergeant Michael A. Lewis of the Maryland State Police. Sgt. Lewis gave a very interesting and informative presentation relating to motor vehicle stops and drug interdiction. His presentation was both animated and dynamic, receiv-

ing the highest of praise from police officers and other attendees. Sgt. Lewis spoke about how he and his team not only develop probable cause to stop a vehicle, but once it is stopped, how they develop probable cause to search the vehicle for weapons and illegal contraband. In addition, Sgt. Lewis presented his tactics for obtaining search warrants as well as when they are required. His presentation included a "how to" when searching for a hidden compartment in a vehicle as well as several examples of actual motor vehicle stops which provided visual support to his outstanding lecture.

## LUNCHEON



Special guest Sade Baderinwa, co-anchor for Channel 7 ABC - TV in N.Y.C. gave a heartfelt personal presentation, sharing her own experience with traffic safety. Ms. Baderinwa, who has held several positions in local television in the area, began her career as an intern with "This Week with David Brinkley." Ms. Baderinwa shared her personal story about being a victim of a hit and run crash in Hackensack while working on a story. She related how the road had been closed, but the driver who struck her had left the scene by going around the barriers. She was struck by the vehicle and flew into the air approximately 10 feet and landed in the water. This probably saved her life, in addition to the fact that she was assisted by a cameraman who kept her head above water until the EMS personnel arrived. She went on to share that the doctors at Hackensack University Medical Center saved her life that night with emergency surgery. Over the last seven months

she has been undergoing rehab, which has enabled her to resume her duties for ABC-TV. She expects to continue rehab for an additional five months. She spoke about this crash and how it has changed her attitude when she has a similar story to report on in the news, as well as and how lucky she feels to have survived. She committed her efforts to make the roads safer and volunteered to testify at any legislative hearing on traffic safety or at any other event where her presence would have an impact.

## WORKSHOPS PRESENTED

### Dispelling the Media Myth //



Panelists for this workshop included Ana Ayala, Reporter, Star Ledger; Sheri Hensley, Northeast Bureau Reporter, News 12; Jose Irizarry, News Producer, Univision 65; and Tim Scheld, News Director, WCBS News Radio 880. It was moderated by Robert Gaydosh, Supervisor, Program Development Specialist, NJDHTS.

The primary purpose of the workshop was to give law enforcement attendees a better understanding of how media members do their job. An additional goal was helping clear up misconceptions and mistrust between law enforcement and the media. Panelists fostered a dialogue whereby the law enforcement personnel gained a greater knowledge of how they can work with the media to promote their message and their agency.

The panelists, who represented newspaper, radio, television, and the Spanish-language media, each presented information on their specific media, their “news philosophy,”

and how they go about gathering and reporting the news. Specific issues that were addressed included deadlines, writing styles, sources, interviews, investigative reporting, and visuals. Each panelist described positive and negative experiences that they have had with law enforcement, and offered tips to make the relationship more beneficial.

Other topics that were addressed included the importance of police agencies having trained, accessible public information officers as well as tips for staging press events and educational campaigns that will garner media coverage. In the final few minutes of the workshop a question and answer session was held in which specific questions were posed by attendees about upcoming events and programs.

### Speed //

Panelists for this workshop included Garrett Morford, Chief NHTSA Enforcement, Justice Services Division; Elizabeth Alicandri, Director, Federal Highway Administration (FHWA) Office of Safety Programs; and Captain David Haggist, Charlotte-Mecklenburg Police Department. It was moderated by Garrett Morford, Chief NHTSA Enforcement and Justice Services Division.

The workshop focused on three main topics: the continued problem of speed-related crashes; the need to establish proper speed limits; and the successful implementation of automated speed enforcement in Charlotte, NC.

Nationally, speed is a factor in 12% of all reported crashes and 31% of fatal crashes. Those involved in these crashes are very likely to be 15-20 year old males, impaired, unrestrained, and driving on local roads. Simply reducing speed limits has little impact on driving behavior. However, a program to set rational speed limits based on problem roads, problem drivers, and 85<sup>th</sup> percentile speeds, does have an impact on speed and related crashes. These speed management programs only work when done in partnership with engineers, enforcement, and adjudication. For more information on Speed Management, visit [www.nhtsa.dot.gov/people/injury/speedmgmt](http://www.nhtsa.dot.gov/people/injury/speedmgmt)

Another way to reduce speed related crashes is through photo enforcement. The Charlotte PD enforcement pro-

gram - which included an aggressive awareness campaign - has reduced speeding, crashes and injuries in the corridors where these mobile units have been placed.

## Fraudulent Documents //

Mr. Christopher R. Rotondo, Director, NJ Division of the Federal Motor Carrier Safety Administration moderated the workshop. Panelists for the workshop included Stephanie Kohli and David Fribourg, Senior Investigators for the NY Department of Motor Vehicles Fraud Unit and Detective Martin Johnson, Howard County Police Department, Maryland.

Stephanie Kohli and David Fribourg presented a multitude of information about security features associated with the state's driver's license, registration and certificate of title. Samples of each document were handed out to the attendees. Every document included numerous security features such as codes, imbedded security strips, holograms and security paper. These security features were discussed at length. Tools such as infrared lights and special ocular instruments were also introduced that allowed the user to see the security features not visible by the naked eye.

Detective Johnson spoke about similar security features involving the federal immigration card, social security card and the Maryland driver's license. Two handouts were provided with information on each form of identification and the potential for fraud. Examples included the differences in facial features of imposters on photo identification as well as the numerous amounts of information contained in the identification using codes, colors, imbedded informa-



tion and holograms.

Both discussions included the newly introduced New Jersey driver's license. The subjects discussed by each presenter were informative and useful and invoked numerous questions by the law enforcement personnel on hand. The presenters were also approachable throughout the conference if any other questions needed to be addressed.

## Proactive Media Relations //



This workshop was presented by Richard Simon, Deputy Regional Administrator, NHTSA Eastern Region. It was moderated by Bill Tower, Law Enforcement Liason, NHTSA Mid Atlantic Region. Those attending the workshop received valuable information about cooperative, not confrontational media relations. It was stressed that the goal should be a "symbiosis," where media and law enforcement can both do their respective jobs, and both take something away from the experience.

Reaching out to the media has the side benefit of department image building. It is a way of letting the public know that law enforcement is doing its job, and doing it well on a daily basis. It can also result in heightened public awareness of safety issues and concerns.

It was suggested that timely meetings should be held between law enforcement and media principals to promote an ongoing dialogue. This would enhance inclusion, further improve relations and cooperation between both parties.

Workshop presenter Richard Simon said developing work-

ing relationships between law enforcement and media personnel is a win-win situation for both entities.

## Working with Data //

The panel for this workshop included by Heather Rothenberg, Associate Researcher, Mass SAFE and Richard P. Carey, Chief of Police, Glens Falls. It was moderated by Sergeant Daniel Larkin, Law Enforcement Liaison, Governor's Traffic Safety Committee, New York State Police.

The presenters gave the audience a demonstration on the innovative work being done in Massachusetts to access data that focuses efforts in traffic safety. Through the process of analyzing crash-related data we can identify problem areas to focus the efforts made by all partners in traffic safety. A program to address the problems can then be designed based on the information gathered, followed by program implementation and eventual evaluation. This strategy is moving traffic safety in a new, definitive direction.

## Complete Traffic Stop and High Visibility Enforcement //



The panel for this workshop included Ted Minall, Law Enforcement Liaison, NHTSA New England Region and Ernie Floegel, Program Manager, International Association of Chiefs of Police. It was moderated by Ed O'Connor, Supervisor, New Jersey Division of Highway Traffic Safety.

Ted Minall, former Precinct Captain for the NYPD and Chief of Police in Vermont, presented a colorful and ani-

mated description of several NHTSA initiatives including, but not limited to, the Complete Traffic Stop training curriculum. This course, available in every NHTSA Region, provides traffic officers with the necessary tools to effectively provide high visibility enforcement in their jurisdiction. Many interesting and innovative examples were provided from the New England Region. Of note were the creative methods used to promote safety belt use in New Hampshire, the only state which does not have a mandatory use law for safety belts. Additionally, the presentation included many examples of criminal arrests initiated from "complete" traffic stops.

During the session, Ted Minall introduced Ernie Floegel, who presented an overview of the Drug Evaluation and Classification and the Drug Impairment Training for Educational Professionals. This provided another good example of a program that expands the scope of the traffic officer.

## Traffic Stat //

Traffic Stat was presented by Deputy Chief Edward T. Cannon, NYPD and moderated by Deputy Chief James Garside, Nassau County Police Department. Traffic Stat is a tool that provides police departments with empirical data used to allocate proper resources to troubled areas and ultimately improve quality of life issues. The presenters demonstrated the tremendous resource that Traffic Stat can provide to a police department.

## Fine Tuning Your Media Skills //

The panel for this workshop included Captain Al DellaFave, New Jersey State Police and Detective James Miller, City of Albany Department of Public Safety. It was moderated by Richard Simon, Deputy Regional Administrator, NHTSA Eastern Region. Capt. Della Fave addressed issues of efficiently dealing with the media. He said that the response of "no comment" when answering a question from the media is not an option. Attendees learned that even if they cannot immediately respond to a question, the best policy is to take phone numbers and call the media back when more information is available.

The vernacular of press releases was also discussed. Attendees

were instructed to speak in clear and simple phrases avoiding police talk. Where possible, Capt. Della Fave urged law enforcement agencies to provide the media with the cornerstone of who, what, why, where and when in providing details.

It was stated that no reporter should be blacklisted by law enforcement, no matter what his or her perceived journalistic offense was. He said those kinds of reporters generally don't last long. Off-the-record comments to the media should not be made, although there can be rare exceptions where trust has been developed between a reporter and law enforcement through a long, working relationship.

The workshop was very well received and prompted many questions and comments from the attendees.

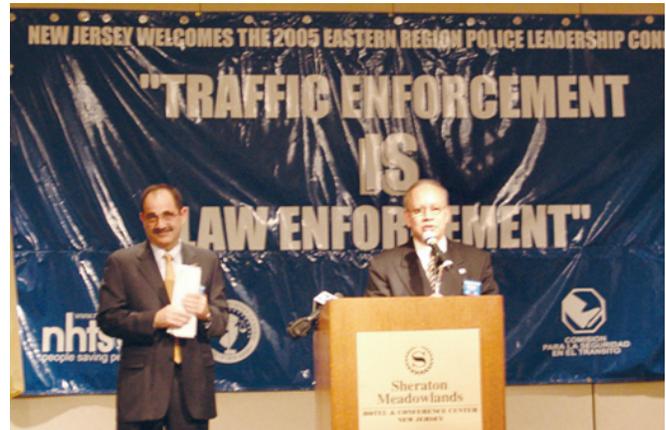
## Trucks and Terrorism //



This workshop was presented by Captain Steven Munderff, Bureau Chief of Narcotics and Organized Crime, New Jersey State Police and moderated by Lieutenant Steve Wolcott, New Jersey State Police. The workshop covered the significant increase in the volume of commercial motor vehicle traffic entering the United States due to the North American Free Trade Agreement (NAFTA). Every day tens of thousands of commercial vehicles transport raw materials and finished goods into the United States from Mexico and Canada. The workshop introduced Operation Safe Freight, a New Jersey State Police strategic initiative which, in cooperation with the Drug Enforce-

ment Administration, seeks to integrate staffing and resources from a variety of area law enforcement authorities and direct them toward the disruption of a serious transnational crime.

## Closing Session //



The closing session began with remarks and a conference summary by Tom Louizou as well as remarks from the Governor's Representatives. Mr. Louizou then introduced Ms. Susan Gorcowski, Office Director, NHTSA Communications and Services.

Ms. Gorcowski presented a historical review of the NHTSA media campaigns for law enforcement and public awareness going back to the 1970's. She also discussed new strategies that will be adopted for the next five years. Familiar campaigns utilizing Vince and Larry, the Crash Test Dummies, were highlighted as were more graphic and direct methods of raising awareness, such as the use of actual crash scenes. Particularly interesting was the introduction of the concept of "branding." Which refers to new and creative uses of consistent messages over time allowing for the public to get to know the desired slogan. An excellent example of "branding" or "message discipline" is "Click It or Ticket," which NHTSA intends to utilize continuously in the future. The traffic safety community learned much about the difference between awareness campaigns and promotional activities. Success is maximized when our communications plan is supported by good public policy and highly visible enforcement programs.

## Conference Evaluations //

The general consensus given by attendees was that the conference was a huge success. Sgt. Michael Lewis received the most acclaim, for being a motivational speaker while delivering valuable insight. Workshops mentioned the most for their usefulness included Fraudulent Documents, Traffic Stat and the various media workshops. Recommendations included extending the time given for workshop presentations, shortening breaks between sessions, and providing more handouts and practical information that can be used in the field.

### Excerpts from evaluations:

“The presentation by Sgt. Lewis, MSP, was extremely motivating.”

“Extend the conference so more info could be presented in the workshops.”

“The layout and time frame were perfect.”

“I enjoyed all the instructors/presenters equally. Each were knowledgeable, well spoken and insightful.”

“Minimize the amount of workshops and maximize the information being presented. Nevertheless, Very Good Conference!”

“Workshops were very informative. Speakers were excellent.”

“Theme of Traffic Enforcement is Law Enforcement - Great Concept.”

## NEXT STEPS/RECOMMENDATIONS

The Police Leadership Conference was successful in many ways, sharing new and innovative ideas with Law Enforcement leadership, creating awareness and providing a networking opportunity. While the conference was successful in these regards, it is our recommendation that the next conference be location specific. After reviewing comments from all the participants, it's evident that participation was limited due to travel and the issues of law enforcement are area specific.



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